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NewDia Non-Buying Customers

💡 ExpertReview score   Fair

⌄   Introduction

Introduction   •••

We are a group of first-year *MBA and Business Analytics* students at **Boston University**, conducting this survey as part of our Data-Driven Marketing Decisions course. This research aims to understand consumer behavior at **NewDia**, a *cannabis dispensary* located in Fenway (Boston, MA), specifically why some customers visit the store but ultimately choose not to make a purchase.

As a token of appreciation, participants may be eligible for compensation (TBD), likely an Amazon gift card. We appreciate your insights, thank you for contributing to our study!

The survey will take approximately **5 minutes** to complete. Participation is entirely voluntary, and you may exit at any time. Your responses will remain *confidential* and will be used solely for research purposes.

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⌄   Screening

Q1   ✳

Did you purchase cannabis or a cannabis-related product at NewDia today?

◯ Yes

◯ No

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⌄   Customer Shopping Behavior & Group Dynamics

Q3

Do you consume cannabis?

☆

○ Yes

○ No

Q4

Is this your first time visiting NewDia?

☆

○ Yes

○ No

Q5

How did you first hear about NewDia? *(Select all that apply)*

☆

☐ Social media (Instagram, Facebook, etc.)

☐ Word of mouth (friends, family, etc.)

☐ Online search (Google, Yelp, etc.)

☐ Email or text promotions

☐ Walked by the store

☐ Other (please specify)

Q5

What was your primary reason for visiting the store today?

☆

○ To purchase cannabis for myself

○ To accompany a friend/someone else purchasing cannabis

○ To check out promotions or discounts

○ To explore new or special cannabis products

○ Convenience/location

○ Other (please specify)

Q6   ✳

Do you usually visit the store alone or with others?

○   Alone

○   With a group (2 or more people)

Q7   ✳

When visiting with others, how often do you personally make a purchase?

○   Always

○   Most of the time

○   Sometimes

○   Rarely

○   Never

○   I have never visited the store with others

Q8   ✳

What was the main reason you chose not to make a purchase?

○   Someone else in my group made the purchase

○   The product I wanted was out of stock

○   The price was higher than expected

○   The wait time was too long

○   I was not able to navigate the store

○   My preferred payment method wasn't accepted (e.g., Apple Pay)

○   Other (please specify)

[   ]

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▾   Staff Interaction Screening

Q9 ✳

Did you interact with store staff during this visit?

○ Yes

○ No

Q10 ✳

▾ **Display this question**

If   Did you interact with store staff during this visit?   Yes   Is Selected

Did your interaction with a store associate influence your decision to make a purchase?

○ Yes

○ I considered purchasing, but I didn't

○ It had no impact

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▾ Experiment: Control Group

Q11 ⨀ ✳

How likely are you to:

	Extremely unlikely	Somewhat unlikely	Neutral	Somewhat likely	Extremely likely
Make a purchase during your visit?	○	○	○	○	○

▲ ☐ Import from library | Add new question

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▾ Experiment: Test Group

Q12

When a store associate assists you, how likely are you to:

	Extremely unlikely	Somewhat unlikely	Neutral	Somewhat Likely	Extremely Likely
Make a purchase during your visit?	○	○	○	○	○

Q13

▼ Display this question

If   When a store associate assists you, how likely are you to: - Extremely unlikely   Is Selected
Or   When a store associate assists you, how likely are you to: - Somewhat unlikely   Is Selected
Or   When a store associate assists you, how likely are you to: - Neutral   Is Selected
Or   When a store associate assists you, how likely are you to: - Somewhat Likely   Is Selected
Or   When a store associate assists you, how likely are you to: - Extremely Likely   Is Selected

Which types of staff interactions make you more likely to buy? *(Rank in order of importance)*

Personalized recommendations	1
Information about promotions or discounts	2
Assistance in finding products	3
Product demonstrations or samples	4
Other [ ]	5

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▼ Effectiveness of Signage

Q14

Were you able to easily find what you were looking for in the store today?

○ Yes, the layout and signage were clear.

○ Yes, but only because I've been here before.

○ No, I was confused and needed assistance.

○ I wasn't looking for anything specific today.

Q15   ✱
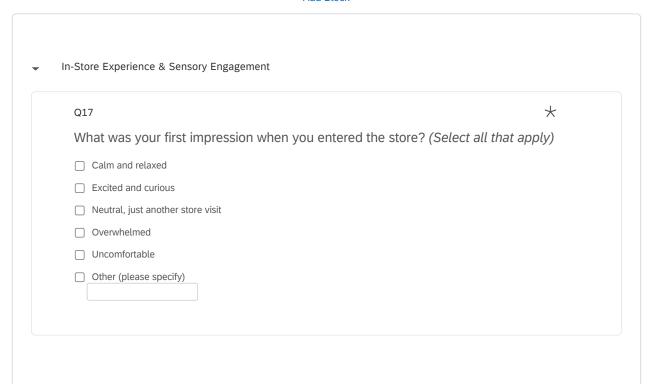
How noticeable do you find the store's signage (e.g., product information, promotions, wayfinding)?

○ Extremely noticeable—I immediately noticed useful information.

○ Noticeable enough—I saw it but didn't actively use it.

○ Neutral—it didn't stand out to me.

○ Not noticeable—I had trouble finding or seeing signage clearly.

○ I didn't notice any signs at all.

Q16   ✱

Which types of signage or information would most improve "your experience" at Newdia? *(Select all that apply)*

☐ Discounts or special promotions

☐ New or popular products

☐ Product explanations (usage, effects, benefits)

☐ Directions to different sections or activities (e.g., events, gaming, gallery)

☐ Staff recommendations or customer favorites

☐ Interactive digital displays

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▼   In-Store Experience & Sensory Engagement

Q17   ✱

What was your first impression when you entered the store? *(Select all that apply)*

☐ Calm and relaxed

☐ Excited and curious

☐ Neutral, just another store visit

☐ Overwhelmed

☐ Uncomfortable

☐ Other (please specify)

[_____]

Q18   ✳

Would in-store samples or sensory experiences (e.g., smelling or feeling the product) make you more likely to purchase a product?

○ Yes, definitely

○ Maybe

○ No, it wouldn't affect my decision

○ I don't like to take samples or participate in sensory experiences

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🔽   Loyalty & Off-Season Incentives

Q19   ✳

Are you aware of NewDia's loyalty program?

○ Yes

○ No

Q20   ✳

🔽   **Display this question**

If   Are you aware of NewDia's loyalty program?   Yes   Is Selected

Are you currently enrolled in NewDia's loyalty program?

○ Yes

○ No

○ Not sure

Q21   ✳

Would loyalty rewards (e.g., discounts, exclusive access) make you more likely to make a purchase?

○ Yes, definitely

○ Maybe, depending on the rewards

○ No, it wouldn't affect my decision

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▼   Open Ended

Q22

How can NewDia improve your shopping experience to encourage a purchase?

▲   🖥 Import from library   Add new question

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▼   Customer Demographics

Q23   ✶

What is your age group?

○ 21-24

○ 25 - 34

○ 35 - 44

○ 45-54

○ 55+

Q24   ✶

What is your gender identity?

○ Male

○ Female

○ Non-binary / third gender

○ Prefer not to say

Q25   ✳

What best describes your current occupation?

○ Student

○ Full Time Employed

○ Part Time Employed

○ Self Employed / Freelance

○ Unemployed

○ Retired

Q26   ✳

Where are you coming from today?

○ Live close to Fenway

○ Visiting from another part of Boston

○ Visiting from outside Boston

○ Visiting after a nearby event (e.g., Red Sox game, concert, theater)

○ Boston University

○ Prefer Not to Say

Q27   ✳

What is your approximate household income?

○ Under $25,000

○ $25,000–$49,999

○ $50,000–$74,999

○ $75,000–$99,999

○ $100,000–$149,999

○ $150,000+

○ Prefer Not to Say

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▼   Raffle

Q28

Please provide your email address to be considered for the raffle to win an Amazon gift card.

(Your survey responses will remain anonymous. Email addresses will be used solely for the purpose of selecting and contacting the raffle winner.)

[   ]

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End of Survey

We thank you for your time spent taking this survey.

Your response has been recorded.